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FOR IMMEDIATE RELEASE

China's Largest City Watches Weather Central *Shanghai CMA First Provincial Level Customer*

[March 28, 2008] Madison, Wis. – Weather Central Inc., provider of state-of-the-art broadcast weather, news, traffic, and sports solutions today announces the first provincial level China Meteorological Administration (CMA) office's use of Weather Central's solutions.

With the Shanghai CMA broadcasting to nearly 15 million residents, it is important that the Shanghai CMA choose a reliable and effective solution for their broadcasts. The Shanghai CMA began utilizing Weather Central's 3D:LIVE technology with MagicTRAK functionality on January 1, 2008 and have continued to apply this to their 60 weathercasts every day.

"Weather Central is proud to be the weather solution of choice for the China Meteorological Administration (CMA) in Shanghai, China. The Shanghai Weather TV Center is one of the most production intensive CMA offices in China," said Bill Baker, President of Weather Central. "Their use of our technology allows them to present the most effect and informative weather show to their viewer's in real-time while benefiting from the simplified workflow and flexibility of the Weather Central solution. We look forward to expanding our relationship out to the rest of the Provincial CMA offices."

Weather Central's first customer in China was the Huafeng Group which produces all national weathercasts in China that broadcast on national channels such as CCTV.

"[The Shanghai Morning Show] was so pleased with the improved technology that they moved the weathercast to the beginning of the 7 a.m. and 8 a.m. newscasts," said Mr. Yu, Director of Shanghai Weather TV Center.

After being so satisfied with the solution Weather Central provided, the Shanghai CMA recently hosted a technology seminar with 10 other China provincial offices to discuss and demonstrate their new technology from Weather Central.

For more information about Weather Central solutions, please call (608) 274-5789, or visit www.wxc.com.

About Weather Central Inc.

Weather Central Inc., founded in 1974 by broadcasters and meteorologists based in Madison, Wisconsin, is the leader in providing professional on-air, online, and print weather systems and forecasting utilizing dynamic weather graphics, precise forecast models and data and patented technology. More than 500 customers worldwide enjoy the benefits of Weather Central's attention to detail and insight, serving their total weather graphics needs. Products and services available from Weather Central and its affiliated companies - MyWeather and WCInteractive - are: 3D:LIVE™, :LIVE™, and NBC Weather Plus weather presentation systems; ESP:LIVE™, storm tracking system; A.D.O.N.I.S. FutureCast® and A.D.O.N.I.S. MicroCast®, proprietary forecast models; MetroVision™, forecast visualization tool; WxWarn²™, severe weather crawl system; LIVE:Wire™, automated severe weather information alert system; Personal MicroCast® and Live Online™, individualized, online weather information and forecast products;



ScreenWRITER® and SportsWRITER®, interactive news and sports presentation systems; and WxPoint™, automated localized weather display system.

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Shanghai Press Release 83-1-ALL